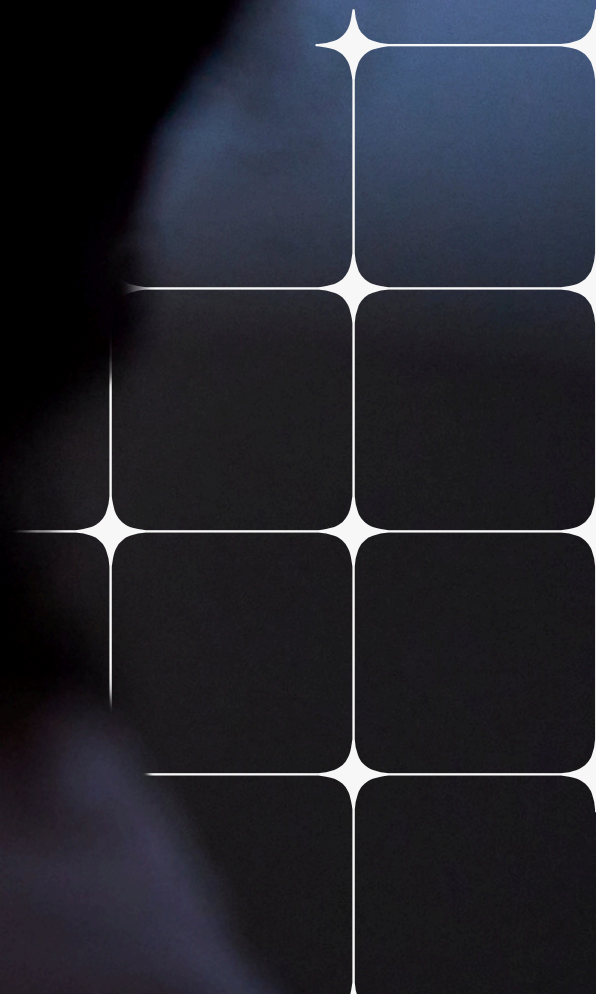


CATALUNYA

MEDIA CITY

Southern Europe's Hub for Global
Content Production





Population & Market



- 8 million inhabitants
- 48 million in Spain
- 450+ million in the European Union

Connectivity



- Major Mediterranean port
- High-speed rail to France and Madrid
- Global air connections

Economic Strength



- GDP: ~ €300 billion
- ~ 20% of Spain's GDP
- Strong export-oriented economy

Barcelona Metropolitan Area



- 5.5 M people
- Top 5 EU startup ecosystem
- Southern Europe's leading creative hub



PUBLIC ↙ AUDIOVISUAL FACILITIES

Just 10 minutes away from the
22@ District

Extending PAC Terrassa

Links to the other media Parks
such as Gavà, Sant Just Desvern
and Lleida.

Accelerating incubators such as
GameGi, in Girona

Boosting innovation at La
Foneria, Digital Arts Centre in
Barcelona

DATA ON CATALAN AUDIOVISUAL INDUSTRY ↙



PRESTIGE

Jury Prize at *Cannes 2025*
5 European Film Awards
2 *Academy Award* Nominations



LOCATIONS

Game of Thrones, *The Crown*, *Uncharted*, *Tangled*.



TALENT

The Impossible, *Jurassic World*, *Fallen Kingdom*, *Society of the Snow*.



INCENTIVES

Up to *30% Tax Rebate* plus regional subsidies and services

DATA ON CATALAN AUDIOVISUAL INDUSTRY ↖

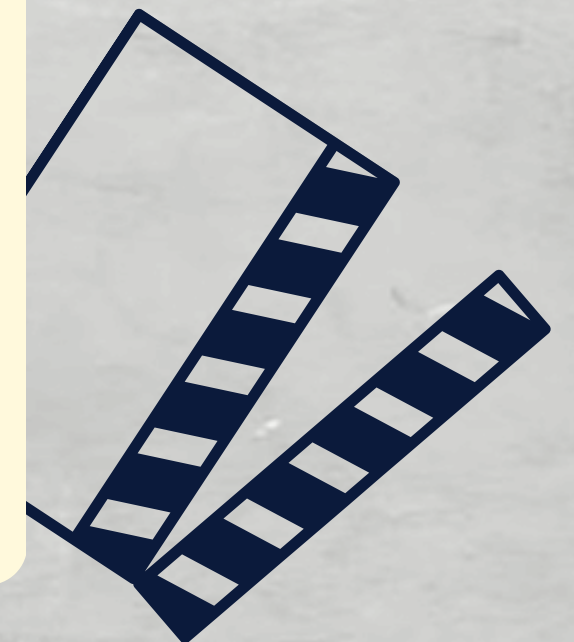


Training & Innovation

- 18 universities offering **audiovisual communication programs**
- **Headquarters** of ESCAC, one of Europe's leading film schools
- Major tech **R&D** presence (Dolby, Amazon, Apple teams in Catalonia)

Audiovisual & Creative Industries

- **4,457 companies** (+7.1% YoY)
- €9.12 billion turnover (2024) — 2.9% of **Catalonia's GDP**
- 44,986 jobs (+7.5% YoY)



CATALUNYA MEDIA CITY

The Government of Catalonia has launched the Audiovisual, Digital and Video Games Hub

A strategic initiative whose core will be located in Sant Adrià de Besòs and Badalona, north of Barcelona

The project will extend its reach and impact across the wider metropolitan area and throughout Catalonia.



CATALUNYA MEDIA CITY

Within easy reach

To **Sant Adrià station**

Trains R1 and R3
450 m, 1'

To **port of Badalona**

1.7 km, 5'



To **Sant Adrià station**

Trains **R1** and **R3**
450 m, 1'

To **port of Badalona**

1.7 km, 5'

To **El Prat airport** - 22 km, 24'

To **centre of Barcelona** - 8.5 km, 16'

To **port Barcelona** - 11 km, 17'

To **Sants station** - 12.8 km, 12'





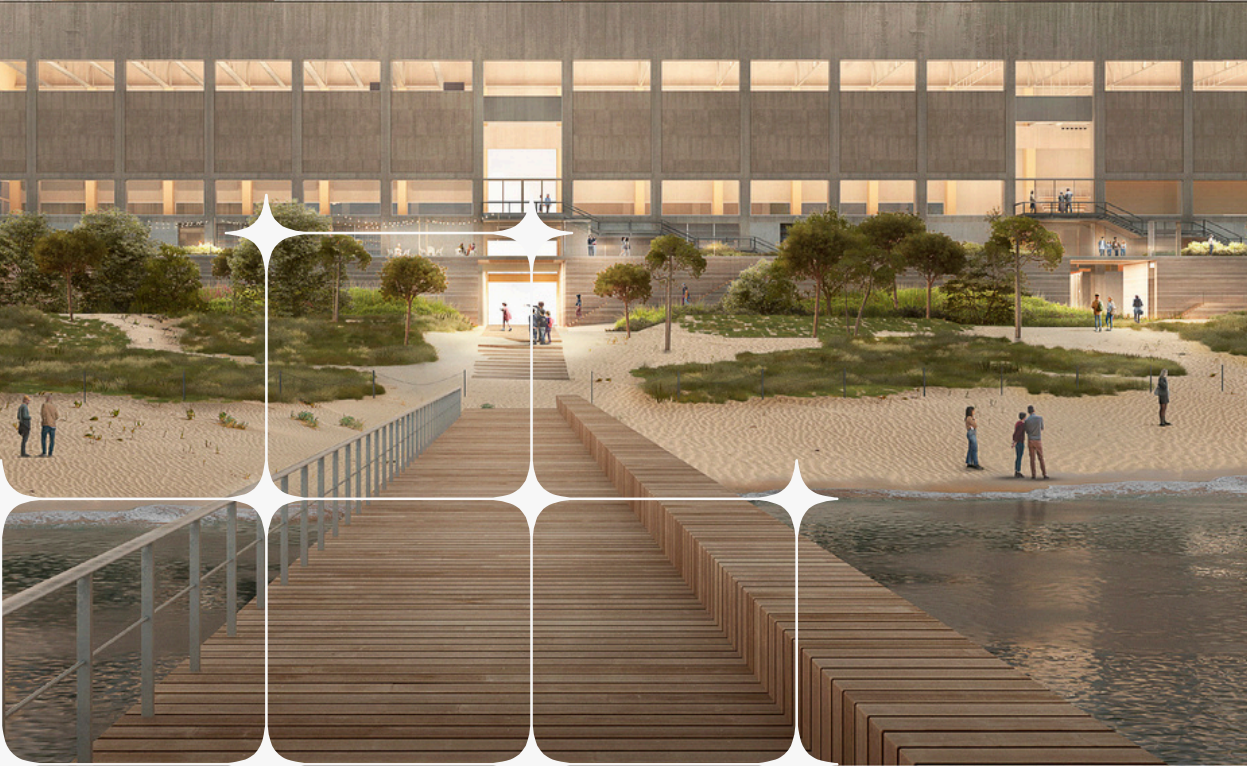
Campus Diagonal-Besos
UPC/CITM

Campus UPF Poblenou

22@ District

La Foneria
Digital Arts Centre

NEW AUDIOVISUAL ECOSYSTEM IN BARCELONÈS NORD ↙



AT THE HEART OF CATALUNYA MEDIA CITY WILL RISE THE TURBINE BUILDING

At the heart of **Catalunya Media City** will rise the **Turbine Building**: 35.000 m² (376,736 ft²) dedicated to education, innovation, and exhibition in the most advanced audiovisual industries.



LEARNING

The Turbine Building will **train** more than 20.000 **professionals** over a decade for the audiovisual, digital and video game sectors.



BUSINESS

The new district around the **Three Chimneys** will offer nearly 70.000 m² (753,474 ft²) of gross floor area for **economic activity.**

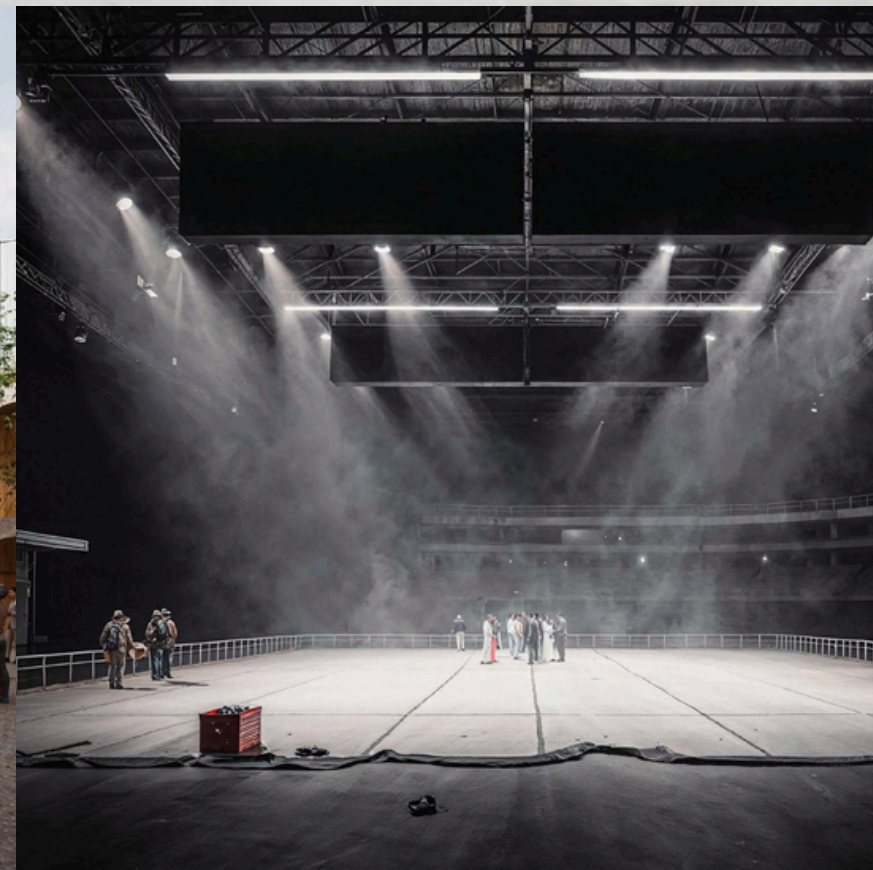




EXHIBITION

The Turbine Hall will be the **landmark venue** where the world's most extraordinary **audiovisual experiences** come to life for audiences to discover, engage with, and remember.





PARC AUDIOVISUAL DE CATALUNYA

The existing four-stage Catalunya Audiovisual Park (30 minute drive from Barcelona) will be expanded with two new soundstages.

Offering approximately 2.199 m² and 115.862 m² respectively (23,680 ft² and 10,764 ft²).

CATALUNYA MEDIA CITY